

SUMMARIZED MINUTES
WESTWORLD SUBCOMMITTEE
PUBLIC MEETING
Thursday, March 8, 2007



Monterra at WestWorld
16601 North Pima Road
Scottsdale, AZ 85260

Call to order at 9:05 a.m.

Roll Call

Members Present: Subcommittee Chair Drake
Council Member Littlefield
Council Member Nelssen

1. Approve minutes from November 3, 2006 meeting

Motion was made by Council Member Littlefield and seconded by Council Member Nelssen with no objections.

2. WestWorld Activity Update

Roger Klingler stated, since the last meeting in November, WestWorld has been through its busiest time of the year. WestWorld events have included Dressage, AHAA Fall Futurity, Season Finale Hunter Jumper, Goodguys Hot Rod Show, Cactus Classic Hunter Jumper, Saguaro Arabian Horse Show, Polo, National Quarter Horse Show, Appaloosa, Barrett Jackson, Sun Country Circuit, Fiesta Cluster Dog Show, Parada del Sol, Scottsdale Arabian Horse Show, and the Reiner Horse Show is here now.

Mr. Klingler said, even with weather challenges, Brent Bailey, EJ Jones and their crews worked back to back events; at times ending their work days after midnight and being back to work before dawn.

Mr. Klingler also thanked the Users who cooperated with the weather-related challenges.

3. Update on changes to Rate & Fee Structure

Roger Klingler stated the last time WestWorld had fee increases was January 2004. Since then, WestWorld has undergone extensive upgrades to the facility: Covered arenas, additional parking and RV pedestals. more power. better drainage and additional road

access. Because of these upgrades, WestWorld is proposing rate increases affecting only the upgrades/new services or housekeeping items..

Council Member Drake went through the list of Rates & Fees provided (Attachment A.) She stated the rates would match the upgrades and bring them in line with current rates.

Council Member Nelssen asked if in the future Arena 8 is covered, have we researched the amount of that increase. Council Member Drake stated the only increases are for existing upgrades, we are not proposing increases on future upgrades.

Councilmember Drake asked for comments from the public, but there were no further comments or questions from the Subcommittee or attendees. If there are future concerns, Council Member Drake stated this proposal would be going to the full Council March 15, 2007. The attendees could email or call the Subcommittee with further concerns.

4. Update on Master Plan Review Meetings progress

Council Member Drake thanked everyone who participated in the Master Plan meetings.

The purpose was to review the approved 2003 Master Plan Update, identify necessary revisions, reach a consensus on changes, rank priorities, and list improvements.

Consensus was reached to not cover Wendell Arena, nor enclose the Equidome, as was planned in the 2003 update.

After eight meetings, the Master Plan Review group defined a list of priorities for WestWorld:

- Build new show offices and restrooms at Equidome; and new show offices at Wendell and Arena 5
- Construct 7 new barns north of Wendell Arena, new Telecom and Connectivity for Broadband at WestWorld
- Repair stalls, fronts, and doors on older permanent barns
- Install new PA system; add PA to Polo Field
- Install bleachers, restrooms, and a concession stand at Arena 8
- Cover Arena 8
- Improve parking areas; lighting and surfaces
- Upgrade 130 older RV pedestals and add 14 new pedestals
- Provide shade areas around property
- Construct new farrier location

- New permanent concession stand at Equidome
- Upgrade lighting inside Equidome Arena
- Install fencing at WestWorld for security and aesthetics: around tent structure, around RV pedestal area north of A-frame, and install a fenced storage structure near telecom building and Restroom 7
- Relocation of Polo Field
- Add air-conditioning to Brett's Barn to make it usable year-round
- Build the Multi-Purpose building
- Improve tent structure with new skin and doors

Users and Staff agreed the first four listed are high priorities. Fall 2008, is the planned completion date for these items.

Installing amenities at Arena 8 was considered a medium priority by both Staff and Users. However, some equestrian users would like to see Arena 8 (used for cattle events) covered. During inclement, weather the footing can become compromised and having the arena covered would protect the footing.

Making improvements to parking areas is a high priority for Staff as this is an operational/security issue. The City plans to move forward with this in the near future.

Upgrading the RV areas is considered a medium priority to both Users and Staff. This will be recommended for completion in years 3 and 4 of the budget.

Providing shade areas around WestWorld was not a high priority for either Users or Staff. This will be recommended for years 3 and 4 of the budget.

Constructing a permanent farrier location was considered a low priority for both Staff and Users. This will be recommended for years four and five of the budget.

Installing a permanent concession stand and improving lighting was listed as one item. Users requested Staff separate these items as improving the lighting was considered a much higher priority than building a concession stand. Staff will research the lighting issue. The concession stand remains a low priority for both Users and Staff.

Installing fencing in three areas at WestWorld is considered a low priority for Users, but a high priority for Staff. This will be recommended for the next budget year as it affects security and aesthetics on property.

The Polo Field relocation was a low priority for both Users and Staff. Council Member Drake had reviewed this item with Hunter Jumper Shows and was told their associations were moving away from using grass during their events. This will not be recommended.

Brett's Barn is considered a medium priority and is recommended for the 08/09 budget.

The Multi-Purpose building(s), which would cost \$80 million for both, is of medium priority to Equestrian Users and Staff. It is however, considered a high priority for the Barrett Jackson auction as this event has outgrown the tent structure already. It was suggested this item stand-alone, as it has no funding at this time. Council Member Drake suggested it may have to go before the voters in a bond election.

Council Member Drake stated there is a very strong feeling from WestWorld Users that they be involved in the design projects. They would like to insure the designs fit the needs of the Users.

Council Member Drake also suggested WestWorld create a "post event" debriefing form. This would give the User and Staff the opportunity to address the challenges that existed during an event.

Council Member Drake thanked the WestWorld Subcommittee members and other Council Members who attended the Master Plan meetings.

Council Member Nelssen questioned the fencing improvements planned for WestWorld. He stated the Council had just passed an ordinance on temporary fencing requirements and wanted to insure WestWorld and Staff researched and followed the ordinance. There was a question of temporary versus permanent fencing and Staff assured the Subcommittee they would address this.

Council Member Drake asked for public comment on the Master Plan Review meetings:

Craig Jackson asked if there was prioritized construction of the Multi-Purpose building. Council member Drake said the northern-most building would most likely be constructed first as the south building affected the shows in the Equidome Arena. Mr. Jackson also asked if the ditch between the two buildings would be filled entirely and was told that yes, the city planned to fill the ditch in order to have an open-air plaza that would join the two buildings.

Roger Klingler reminded Users that, at this time, the plans for the Multi-Purpose building and all the other improvements are conceptual only. The designs and precise locations may shift as plans are reviewed. The recommendations from the Master Plan Review meetings are good. User input that must then go to the City Council for consideration/approval.

Jan Bruner, Sun Country Circuit Quarter Horse Show, stated this show is the largest quarter horse show in the world. She has much appreciation for the City's support of WestWorld and for WestWorld staff, but she is concerned that this event is being squeezed (on the calendar and physically) between the FBR Parking and Barrett Jackson. Ms. Bruner stated that this quarter horse show has great community and cultural benefits. She is requesting the City maintain clear priorities and recognize the Sun Country Show as a wonderful tradition with the City and WestWorld.

Council Member Drake asked that Ms. Bruner draft a letter to the City Council describing the issues she is facing. Ms. Bruner agreed to this. Council Member Drake agreed that Sun Country is of real value to the community and WestWorld.

Roger Klingler stated that Ms. Bruner makes a good point. All events are getting larger and, as positive as this is, this creates challenges also. He assured the Subcommittee that Staff will be meeting with all of the Users affected and planning for future years.

Phil Booker, Fiesta Cluster Dog Show stated that although not the largest in the country, this show is the largest in the western region. He wanted to publicly thank EJ Jones for his efforts, into the middle of the night, to make their show a success. Council Member Drake said she had attended the show, enjoyed it, and felt it was a very good show to have here.

5. Current WestWorld CIP Activities

Roger Klingler stated this agenda item dovetails with the previous priority issues. The CIP issues are to be determined as far as funding. Some of the items, such as tent improvements, new barns, and Brett's Barn improvements are already in the CIP budget.

The items from the Master Plan Review are new recommendations. If an item is considered a high priority, it will be recommended for the 1st and 2nd year of the CIP budget; if it is a medium priority, it will be recommended for the 3rd and 4th year of the budget; and if it is a low priority, it will be recommended for in the 4th and 5th year.

Council Member Drake asked how long it would take to research the lighting issues in the Equidome Arena. Dan Worth said they would know by the next Subcommittee meeting whether it will be a larger issue or a maintenance issue.

Council Member Nelssen asked if the cost for the new tent skins is based on how long it will be used.

Roger Klingler said the tent skins require a custom design, with new doors and fabric that will withstand the Arizona weather.

Craig Jackson said this structure is more permanent than a tent. The cover should be engineered for wind and weather and should last at least five years.

Council Member Nelssen was concerned we would be buying a five or ten-year tent that would be in use for only a few years if we build the Multi-Purpose building. He felt this issue needed to be researched further prior to buying the new cover for the tent.

Council Member Littlefield felt this was a short-term decision (the tent) with long term implications (the building) and needed to be researched further. No further action was taken.

Public Comment:

Janice Wight, Arabian Horse Association/Region VII, stated the Scottsdale Arabian Horse Show brings in \$100 million dollars in economic impact to the City. She feels the

Convention and Visitors Bureau is under-funding this event by awarding them only \$200,000.

Council Member Drake requested, for the next meeting, an update from Economic Vitality to explain the economic impact the City receives from events at WestWorld.

Jim Mayor, Monterra, stated they are moving forward with their plans to expand the decks on their building. They are moving forward with letters to the City and the BOR on this issue.

Council Member Nelssen asked Craig Clifford if there could be some information at tonight's meeting regarding the economic impact from WestWorld. Mr. Clifford said he would ask the Economic Vitality people for comment on this issue. However, he said they are allowed to provide financial numbers, but City Staff cannot promote funding proposals that go to the public for a vote. Mr. Clifford stated that Users must be vocal if they want to see more improvements at WestWorld.

ADJOURN PUBLIC MEETING


With no further business to discuss, the Public Meeting was adjourned at 10:20 a.m.

SUBMITTED BY:

Gloria Storms Ruiz

Gloria Storms Ruiz

REVIEWED BY:



Council Member Drake
Chair

Officially approved by the WestWorld Subcommittee on

6/21/07

WestWorld Rate and Fee Submittals			
Item	History/Comps of Fees	New Fee	
Revised rental rate for Parking Lot H (encompasses Parking Lots D, E, & H)	Lots D, E, & H were each previously \$441/day; new rate is total of the three lots combined	New rate for Lots H: \$1,323	
Lights in Arenas 6, 7 & 8: Prior to 2005, Arenas 6 & 7 had no lighting and Arena 8 had minimal lighting. With upgrades, each arena has 8,000 watts per light pole	Arena 8 was previously \$10/hour and Arenas 3 & 4 (which have comparable lighting to the new arenas) are currently charged at \$30/hour	Bring Arenas 6, 7, & 8 to same levels as Arenas 3 & 4: \$30/day	
Pre-Bed Shavings from Performance Feed (Performance Feed is the feed & bedding concessionaire at WestWorld)	WW receives 28% of revenue generated from sale of pre-bed shavings sold from concessionaire Performance Feed (PF)	PF's costs have increased. Eff: 01/01/07, a 5% increase per bag was approved. The increase equals .10 per bag, to \$2.20	
Retail Shavings from Performance Feed	WW receives 26% of revenue generated from sale of retail shavings sold from concessionaire Performance Feed (PF)	PF's costs have increased. Eff: 01/01/07, a 5% increase per bag was approved. The increase equals .09 per bag, to \$2.60	
Light Tower Rentals: Fifteen light towers were purchased in FY 05/06 at a cost of \$116,476.29	Proposed rates: Fuel/gal: \$3.50 Daily Rental Comp: Pro Em \$92; Hertz \$100; SunState \$94 Daily Fee: ProEm \$100; Hertz \$130; SunState \$100 Fuel/gal: ProEm \$4.75; Hertz \$6.50; SunState \$5.25	Daily Rental \$100/day Fuel per gallon: \$3.50 No Delivery Fee	
Power Rate: WW added 7,000 total amps of power: Ten(3,000 amps; Pole Field East(2,000 amps; & Lot 172,000 amps	New service/fee	Proposed rate: \$.25/per kilowatt used and \$.75 connect/disconnect fee Purpose is cost recovery	
Rental rates for parking lots K, M, R	Lots K and M were created with State land purchased 12/08 Lot R was created during construction 2005	Proposed rate for Lot K \$1,323; Lot M \$441 and Lot R \$441. Proposed rate based on existing parking lot rates	
Broadband/wireless Charge-back	New service/fee	\$10/day fee for laptop users \$50/day for show offices suggested for recovery by IS	
Rental rates for Arenas 3 & 5A (covered during construction 2005)	Existing rate \$166/day	Proposed rate \$250/day. Comp done with Equidome, Arenas 3, and 5A Proposed rate is based on square footage and amenities	
Rental rates for Arenas 7 & 8. (relocated and upgraded during construction 2005)	Existing rate \$110/day	Proposed rate \$166/day, based on existing arena rates	
Arenas 6 & 8A Lights	Existing rate \$20/hr	Proposed rate \$30/hr is based on existing arena light rates in Arenas 3 & 4, currently charged at \$30/hour	